

ALBERTA

Canada

AT A GLANCE



An aerial view of the Alberta Government buildings, centred around the Legislative Building

ALBERTA *at a* GLANCE

Alberta, which has been described as the "Princess Province of Canada", was inaugurated on September 1, 1905, after a tremendous influx of settlers had made local autonomy feasible. Previously, western Canada had been part of the Northwest Territories and was originally governed under the charter of the Hudson's Bay Company.

Alberta is bounded on the north by the Northwest Territories at the 60th parallel, the south by the International Boundary and the State of Montana at the 49th parallel, on the east by Saskatchewan (110° W latitude) and on the west by British Columbia (114° W latitude and the Rocky Mountain Watershed). It totals 255,285 square miles of which 248,800 square miles are land surface. The remainder is made up of such large lakes as Lesser Slave, Lac La Biche, and Lake Athabasca, as well as countless smaller lakes scattered throughout the province.

Generally speaking, Alberta consists of wilderness in its northern half, made up of forests and muskegs. Here people live by lumbering, trapping and hunting. Central Alberta and Peace River District are "parkland" country, made up of scattered forests and plains. This has become one of the richest agricultural areas in

Canada. Southern Alberta, south of the 52nd parallel, consists of the prairies where ranching, farming, and irrigation provide a bountiful existence for its people. To the west are the Rocky Mountains and rolling foothills, offering some of the most beautiful scenery in Canada.

This division of Alberta into forests, parkland, prairies and mountains offers many variations in the livelihoods of its people. However, majority of Alberta's population is engaged in commercial or industrial employment, through the development of the oil, petrochemical and other industries. Agricultural production ranks second to industry in value of gross product.

Economic Life

Alberta has a population of 1,400,000. The largest city and provincial capital, is Edmonton, which has 349,000 persons. Next is Calgary with 290,000, followed by Lethbridge with 36,000; Medicine Hat with 25,000; Red Deer with 21,000; Grande Prairie with 9,100; Camrose with 7,000; Wetaskiwin with 5,300; Lloydminster (divided by the Alberta-Saskatchewan border) with 2,900 in the Alberta portion, and Drumheller with 2,931.



Alberta is laced by a network
of oil and gas pipelines

Write for Literature

The following publications can be obtained on request from the Director of Publicity and Advertising, Room 245, Highways Building, Edmonton.

WITHIN OUR BORDERS—A monthly newsletter of developments in Alberta Government services;

INDUSTRIAL NEWSLETTER—A bi-monthly newsletter describing new Alberta businesses and business opportunities.

LEISURE MAGAZINE—A bi-monthly publication of general interest covering the Cultural Activities field.

Other publications dealing with specific areas of interest in other departments of the government may be obtained by writing to the above office.

Education is Progressive

The Alberta education system is noted for its progressiveness. The entrance to the lowest grade of the primary school is the doorway to that corridor which has university graduation at its other end. Whether the pupil completes the whole journey depends upon his ability, his circumstances, his ambition, the profession he aspires to follow. In any event, secondary education leading to qualification for university entrance, is within the reach of all and without cost to the pupil except for the purchase of textbooks.

Elementary and secondary schools are operated by counties, school divisions and districts under the regulations of the provincial Department of Education. Teacher training is under the Faculty of Education of the University of Alberta, both in Edmonton and Calgary. There are also two Institutes of Technology; the Southern Alberta Institute in Calgary, and the Northern Alberta Institute in Edmonton, which was opened in 1963. Agricultural and vocational colleges are located at Olds, Vermilion and Fairview. Local school authorities also operate vocational high schools in Bowness, Camrose, Drumheller, Grande Prairie, Grouard, Lethbridge, Medicine Hat, Red Deer, and West Jasper Place.

The compulsory school age is from seven to fifteen, and the complete course consists of six years in elementary school, three years in junior high school and three years in senior high school.

Heading Alberta institutions of higher learning is the University of Alberta at Edmonton, with a branch at Calgary to provide education courses as well as first year in arts and sciences. Affiliated with this are St. Joseph's and St. Stephen's Colleges, respectively Roman Catholic and United Church of Canada (non-conformist) theological schools, both at Edmonton, and Mount Royal College, Calgary. The School of Fine Arts, located at Banff, Alberta, offers highly specialized courses in the arts as well as in management training, and is also operated by the University of Alberta.

Aid to university students is available through the Queen Elizabeth Scholarship Fund, established by the Provincial Government to commemorate the 1959 visit to the Province by Her Majesty, Queen Elizabeth. The fund makes available more than \$1,000,000 annually to be distributed as scholarships, grants, tuition grants, bursaries and fellowships. Repayable loans are also available, and provision is made for financial assistance to high school and vocational students.



A portion of the campus of the University of Alberta at Edmonton, with expansion construction in progress



Alberta's \$100 million steel industry

Labor

Employers of labor in Alberta enjoy a comforting degree of immunity from irritating actions for damages arising out of accidents to their workers. This is provided by The Workmen's Compensation Act under which injured workers are compensated out of a fund raised by assessments in proportion to employers' payrolls according to rates struck for the class of employment.

Benefits of the plan may be summarized as follows:

To the employer: Immunity from action due to accidents.

To the workers: Such medical or other remedial attention as the board finds necessary from the time of the accident until cured.

To dependants: Necessary expenses of burial up to \$250; a dependent widow or invalid widower, an additional contribution for expenses occasioned consequent upon the death \$200. To a dependent widow (or, invalid widower) \$75 a month. Each dependent under 16 years \$40 a month. There may be additional

Manufacturing

Manufactured products have a value of over \$970 million per year. The largest industrial group is the foods and beverage manufacturers including meat processors, flour and breakfast food manufacturers. The value of production in this group has jumped from \$369 million in 1960 to \$405 million in 1962. The petroleum products industry also continues its spectacular growth, rising from a gross product of \$106 million in 1961 to \$118 million in 1962. The iron industry has increased from \$13.5 million in 1945 to a present day total of \$108 million.

allowances for an invalid child. Where there is no widow or invalid widower, the Board may make an additional payment of \$25 to each child. To a dependent widow in necessitous circumstances during illness, \$15 a month additional; to dependent children during illness, \$10 a month additional. Where there is no widow, a foster parent may be granted the same compensation and allowance as a mother until the child ceases to be entitled to compensation.

Communications

Alberta, with the rest of Canada, is well equipped with every type of communication — postal, telegraph, telephone, radio and television.

Postal

In the smaller towns and villages the public usually call at the post offices for their mail, but farmers and others living in the country are served by rural mail routes.

As all Canadian first class mail automatically travels by air, at ground rates, Alberta's major centres are within twenty-four hours mailing time from such important cities as Toronto, Montreal, Vancouver, Los Angeles, Chicago, New York, or Tulsa.

Telegraphs.

The telegraph system is operated by the three railways—Canadian National, Canadian Pacific and Northern Alberta.

Telephones

The telephone system is owned and operated by the Alberta Government, except at Edmonton where it is owned by the city and at certain rural points where it is operated on mutual lines.

Radio

In addition to the radio broadcasting station operated by the provincial government's Department of Telephones at Edmonton and the Canadian Broadcasting Corporation's transmitter at Lacombe, there are 17 privately-owned broadcasting stations (including one French language) at Edmonton, Calgary, Lethbridge, Medicine Hat, Red Deer, Grande Prairie, Camrose, Drumheller, Lloydminster and Peace River. The Canadian Broadcasting Corporation (CBC) is a Crown corporation of the federal government. There are television stations at Calgary, Edmonton, Red Deer, Medicine Hat, Lloydminster and Lethbridge.

Travel

The main methods of travel are by automobile, bus, train and air. Regular service is provided by three large airlines to other parts of Canada, the U.S., the Orient, and Canada's northland. In addition, smaller companies offer both passenger and freight service within Alberta.

Two trans-Canada railways pass through Alberta, and their branch lines cover all the important agricultural districts in the province. In addition, bus service offers a quick and economic means of travel. With its 90,497 miles of highways of which more than 3,911 are paved, automobile traffic is a popular mode of travel, particularly where considerable distances often exist between towns. There is a motor vehicle for every 2.6 persons in the province, a passenger car for every 3.7 persons, and a passenger car for every 1.15 families.

Agriculture

As in all pioneer communities, the early economy of Alberta was agricultural and farming continues to be one of the province's richest industries. On it many other multi-million-dollar industries depend, such as meat packing, canning and flour milling. More than a hundred million acres of the province's area are agricultural, of which 70 million are arable, and 47 million are occupied.

Wheat is the most important of the crops, yielding an average of some 125 million bushels annually. The yield has gone as high as 150 million bushels. However, the total acreage planted to wheat has been declining in the last few years. With oats, barley, rye, and other grain crops, root crops and fodder crops added, the total value of the crops is in excess of \$450 million. Alberta grains have frequently been

winners, often in successive years, of some of the world's most coveted awards. But the province is no less noted for livestock—the ranges in the rolling foothills have long been legendary. Nearly three million head of cattle roam the ranges and farms today, giving sustenance to the \$341 million livestock industry. An additional 280,000 head of milch cows form the basis of a \$52 million dairy industry.

One of the most notable chapters in Alberta's economic history is the development of irrigation in the former semi-arid region of the south. Today 15 major irrigation projects make 900 thousand acres independent of rainfall. Extension of existing projects and completion of new projects now under development will eventually add an additional 555,000 acres to this figure, and thousands of new irrigated farms.



Alberta cowboys herding their stock across a river to new range



Sulphur — an increasingly important by-product of the oil and gas industry

Climate

The Alberta climate is subject to variations not only between the north and the south but also between comparatively nearby places. In the south and northwest, weeks of low temperatures are frequently interrupted by the Chinook, a warm westerly wind originating over the Japanese current of the Pacific.

Summer temperatures in Alberta range between 60 and 80 degrees during the day, and cool down about 20 degrees during the nights. Although winter temperatures can drop as low as 25 degrees below zero, the climate is dry and crisp, and not the least uncomfortable, as in more humid areas.

Mean monthly temperature at the following places are in degrees Fahrenheit.

	Edmonton	Calgary	Grande Prairie
January	6.6	14.2	5.6
April	39.5	38.4	37.3
July	63.1	62.0	60.7
October	41.2	41.8	39.3

The Province which enjoys the title "Sunny Alberta" has a statistical record of more hours of sunshine, summer and winter, than any other in the Dominion, as the following average hours of bright sunshine per annum over a ten-year period show: Calgary, Alberta, 2,200; Victoria, B.C., 2,093; Vancouver, B.C., 1,784; Winnipeg, Man, 2,126; Toronto, Ont., 2,047; Montreal, Quebec, 1,811; Halifax, N.S., 1,876.

How Alberta is Governed

The Government of Alberta is headed by a representative of Her Majesty the Queen, called the Lieutenant Governor. He is appointed generally for five-year periods, by the federal government at Ottawa. Although he is part of the legislative and executive branches of the government, he takes no active part but rather acts on the advice of his Executive Council.

The governing body of our province has two branches: (a) The legislative, or law making branch, which is made up of the elected representatives and the Lieutenant Governor; and (b) the executive, or law-administering branch, which is composed of the Cabinet Ministers who sit as Executive Council, and the Lieutenant Governor.

Heading the Executive Council is the Premier, who is generally the leader of the party elected by the voters in the last election. He is the real head of the Provincial Legislature. He chooses from among the elected members of his party a small group of persons who are prepared to work harmoniously with him. These men become members of the Cabinet, and are entitled to the title of "Honorable" before their names. Each is known as a Minister and usually heads a department of the government. Any who don't are known as a Minister without Portfolio. When working

as a group, the Premier and his Cabinet are known as the Executive Council and as such are empowered by the Legislative Assembly to administer laws passed by this assembly.

The Legislative Assembly is composed of 63 members, one from each constituency in the province. The party with the most elected members forms the government. The duties of the Members of the Legislative Assembly are to enact laws affecting public affairs, in accordance with the wishes of the public.

Constituencies are so defined as to include as nearly as possible equal numbers of voters. Thus, area of a rural constituency may be large compared with that of an urban constituency, though each have the same number of voters.

Each Department of the Government is headed by a minister, and is responsible for a given sphere of administration, such as mines and minerals, highways, welfare, education, or other responsibility. Every department has a permanent staff of officials, the chief officer in each department being the deputy minister. Branches within each department are headed by directors, responsible to the deputy minister. Members of the civil service continue in their employment regardless of changes in government.



Alberta's fine highways criss-cross the province.
An aerial view of the divided four lane
No. 2 highway



Vast piles of pulpwood wait processing at the Northwest Pulp and Power Plant at Hinton

Miscellaneous Information

Income Tax

Income tax is levied by both Federal and Provincial Governments, but is collected for both at the same time by the Federal Government which then returns the province's share to the Government of Alberta. It is dealt with by an Act of Parliament supplemented by numerous volumes of instructions, amendments and schedules, too extensive to list here. However, it may be helpful to an intending immigrant to examine the case of a typical taxpayer.

Let a single man's income be \$3,000 a year, he is allowed an automatic exemption of \$1,100, making his net taxable income \$1,900. On this he pays approximately \$292, most of which is deducted on a "pay as you work" policy.

If this were a married man without children, his exemption would be \$2,100 and his taxable income would be \$900, making his tax \$125. Exemptions for children are \$550 if the child is not qualified for family allowance; otherwise \$300. Persons 65 years of age and over may claim an additional \$500 exemption.

Cost of Living

In common with conditions the world over the cost of living trend is upward. For this reason it would be impractical to attempt a detailed discussion of a phase of life which is subject to such frequent changes.

Due mostly to lower rents, life in the small urban communities tends to be cheaper than in the larger. On the other hand, it must be borne in mind that these lower rents are often accompanied by fewer of the amenities with which the cities and larger towns are familiar.

In cities like Calgary and Edmonton it is possible today for a man and wife to rent an unfurnished suite for from \$45 to \$100.

Commodity Prices

A few typical medium-priced commodities may be stated as a rough indication. Eggs, dozen, 65 cents; milk, quart, 22 cents; butter, lb., 60 cents; tea, lb., 75 cents; bread, loaf, 22 cents; beef, lb., 60 cents and up; men's suits, \$45 to \$110; shirts, \$3.50 to \$6.50; shoes, \$10 to \$20; women's dresses, street wear, \$20 and up; house wear, \$5 and up; shoes, children's \$6 to \$10; suits, boys', \$15 and up.

Wages

Minimum wages are established by law, but these do not necessarily coincide with scales formulated by trade unions in various areas of the province. A few examples of average wages at present paid in Alberta: bricklayers, approximately \$2.90 per hour; plumbers, \$2.80 per hour; electricians, \$3.00 per hour; reporters, newspapers, \$50 to \$90 per week; motor mechanics, \$2.01 per hour, and up; painters, \$2.20 per hour; salesmen, retail, \$238 to \$400 per month; saleswomen, retail, \$147 to \$238 per month; (The lower wages shown are usually augmented by a commission on sales). Clerks, office, \$250 to \$430 per month; common labour, \$1.67 an hour; truck drivers, \$1.85 an hour; steel workers, \$2.95 per hour; printers \$2.47 to \$2.90 an hour.

Religion

The largest religious denomination is the United Church of Canada formed in 1925 by the union of all Methodists, many Presbyterians and most Congregationalists. Next in order are the Anglican Church of Canada and the Roman Catholic, Lutherans, Presbyterians, Baptists, Church of Jesus Christ of Latter Day Saints (Mormons). The Eastern Orthodox communions also are well represented.

Family Allowances

These are allowances paid by the Dominion Government for the maintenance of children. Rates effective September 1, 1957, are as follows: Under 10 years, \$6.00; over 10 years to 16 years, \$8.00. To be entitled a child must be a resident in Canada not less than one year.

Forestry Resources

Much of northern Alberta consists of forests and bush country, offering much marketable timber and material for pulpwood industries. During the past five years, production of lumber for use in Alberta's booming construction industry has averaged 333 million board feet annually. Value of lumber and forest products was estimated to average more than \$18,000,000 per year during this period.

Alberta contains about 130,620 square miles of forest lands, of which 93,000 is estimated to be marketable timber. New plants have been erected at Hinton, Grande Prairie, Wabamun, and Edmonton to manufacture pulp, plywood, wallboard and other products which utilize both timber and lower grade pulpwood.



The dam on the Brazeau river not only will provide more power but controls downstream flow year-round

Water Resources

Located on the eastern slopes of the Rocky Mountains, Alberta has many small streams and larger rivers which are important for human consumption, power irrigation, and industrial use. In addition, the province's mountain streams are noted for sports fishing for trout, grayling and perch.

Tourist Information

Alberta Government Travel Bureau information centres are located at 331 Highways Building, Edmonton; main lobby of the Legislative Building in Edmonton, and at Fort Macleod.

The Alberta Tourist Association, in co-operation with the Alberta Government Travel Bureau operates teletype, telex and TWX as well as long-distance telephone connections for first night reservation service at the following locations: their head office at 105-8th Ave. S.E., Calgary; City of Edmonton Tourist Information Bureau at 10189-100th St., Edmonton, and during the summer at Fort Macleod; Red Deer; Medicine Hat; Lloydminster; St. Mary's, Montana; Golden, B.C.; Revelstoke, B.C., as well as at Banff, Jasper, and Waterton Lakes national parks.

The Government of Alberta operates more than 400 picnic and campsites along the highways, each equipped with shelters, tables, stoves and sanitary facilities.

The main rivers in the more populated areas—the Saskatchewan, Bow, Red Deer, and Oldman—are unsuited for travel. However, the Athabasca River is still an important route to Canada's Northwest Territories and the Arctic.



Thousands of acres in southern Alberta are irrigated and produce a variety of crops.

Population

Alberta's population is more than 1,400,000, an overall population density of 5.6 persons per square mile of land area. This compares with the population of Ontario, 18.1 per square mile; Quebec, 9.5; British Columbia, 4.5; Montana, 4.6; Idaho, 8.0; New Jersey, 806.7.

Regions of Alberta's densest population are those census areas which contain the following major cities: Edmonton, 73.6 per square mile; Calgary, 64.3 per square mile; Red Deer, 13.5 per square mile. The least densely populated area is the area covering McMurray, with .9 persons per square mile.

Racial Origin of Population

The 1961 census disclosed that 45 per cent of the population is of British Isles origin, 14 per cent of German origin, 11 per cent Ukrainian and Polish origin, 7 per cent Scandinavian and 6 per cent French origins. Other national origins make up the remaining 11 per cent.

Immigration Into Alberta

Of the three prairie provinces Alberta has shown the greatest influx of settlers since 1931. Immigration, which came almost to a standstill during the war years, gained momentum soon after the cessation of hostilities when veterans who had been in the Services in other parts of Canada and overseas came back into Alberta. Others too who had learned of the province's vast undeveloped natural resources and rapidly expanding industrial economy have made their homes here.

Power Resources

Alberta, with its oil, natural gas, oil sands and coal, has about 80% of all Canada's fossil fuels. In addition, it has over 320,000 kilowatts of developed and well over 2,000,000 kilowatts of undeveloped, hydro power. Because of these varied resources, power is very cheap in Alberta. The present hydro plants are on the Bow River, although a new one is being built on the Brazeau River, and future developments will likely follow on the Athabasca, Saskatchewan and Peace Rivers.

Thermal Generation

The bulk of Alberta's power is generated by privately-owned companies. At Wabamun, a 300,000 kilowatt plant burns natural gas and coal, but will soon be converting to coal. A similar coal-fired steam plant is operating at Forestburg, and large municipally-owned gas-fired steam plants are operated by the cities of Edmonton, Lethbridge and Medicine Hat.

90% Farms Served

During 1962, 382,000 customers, including more than 59,000, or approximately 90% of all farms, were served by power plants, having a total capacity of 1,000,000 kilowatts. These generated 33¼ billion kilowatt hours, two-thirds of which came from thermal plants.

Unemployment Insurance

Unemployment insurance came into operation in Canada in 1941 under the auspices of the Federal Government. It applies to all employed persons, with specified exceptions which include certain workers earning over \$5,460 a year.

Workers paid by the day or hour or on a mileage or piece-work basis continue to be insurable regardless of their earnings.

Employers and employees contribute amounts that will bring approximately equal totals from each group. A grant amounting to one-fifth of these contributions is added by the Federal Government, which assumes also the cost of administration.



Most of Alberta's mines are equipped with the most modern equipment, such as this loader

Fuel Resources

Coal

By far the greatest of Canada's coal reserves lie in Alberta. The Dominion Bureau of Statistics' estimate of reserves is 47,884,300,000 tons. In 1962, a total of 2,087,310 tons was produced. Coal mined in Alberta includes all classifications including semi-anthracite which has been discovered in small quantities.

Oil

Alberta is famous in the production of petroleum, as the most prolific field in the British Commonwealth, having edged Trinidad from the leading position within 18 months of the discovery of the Leduc field (February, 1947).

Disregarding certain sporadic efforts in the exploration of oil which had been carried on since 1891, it did not assume substantial proportions until the high consumption of the First Great War years intensified the search, while mounting prices for crude helped finance the huge capital outlays and operating costs.

With the exception of operations in Turner Valley, the only crude oil field yet found in the foothills, exploration had been concentrated in the plains area. But gradually the search moved northward, and at Lloydminster a heavy crude field was found, which is now a source of supply in the market for diesel and other heavy fuel oils such as are becoming more and more extensively used by railways, and asphaltic oils which have many uses in the construction industry.

Active operations in the Turner Valley field date back to 1914, and reached their peak in 1942 when the Valley delivered more than 10,000,000 barrels or a total of nearly 56 million barrels in the 28 years of the field's operations. During that time, development had begun of a number of other fields, most of them heavy crude oil fields like the Lloydminster, earliest of which was the Wainwright in 1925. But they added comparatively little to the total Alberta output, most of which continued to come from the Valley.

The strain imposed on that single source by the Second Great War was tremendous, and after having reached its peak in 1942 the valley's output began to decline, precipitating the search for new sources.

First rewards appeared in 1947 with the discovery of the Leduc field which seems to have marked the beginning of an era in oil history so that oilmen speak of "before" and "after" Leduc. But it has been an extremely active era, for since that date many new fields have been added.

There are now more than 10,800 oil wells, and 2,500 gas wells capable of production, located throughout the province.

Principal sources of the increased oil production were the Leduc and Redwater fields and the more recent discoveries in the Pembina field and the Swan Hills. The Swan Hills field is now rated as having the highest recoverable reserves in the prov-



Alberta's forested foothills are the scenes of much petroleum development

ince. These important developments have raised the total production capacity of the province to 1,000,000 barrels per day, of which approximately 50% is being produced at the present time.

In 1949 the prairie refinery capacity was only

55,000 barrels per day. The construction of the Inter-provincial Pipeline between Edmonton and Superior, Wisconsin, in 1950, relieved the situation to some extent. The 1,129-mile route took crude oil to the lake port where it was transported by water to refineries in southern Ontario. A 645-mile extension was completed to Sarnia, Ontario in 1953, and in 1956 extended to Port Credit, making it, at 1,750 miles, the longest oil pipeline in the world. The through-put capacity of the line is now 350,000 barrels per day. The Trans-Mountain Pipeline, running for 711 miles from Edmonton to Vancouver, was also completed in 1953 and is capable of transporting 250,000 barrels of Alberta crude daily to west coast markets.

Alberta's oil market area now extends from the State of Washington, and Vancouver, B.C., in the west, to Toronto, Ontario, and Buffalo, N.Y., in the east. The area of exploration for Alberta oil now covers the whole province from British Columbia to Saskatchewan, and from the International Boundary to the edge of the Northwest Territories.

Total Alberta oil production in 1962 was 165 million barrels, while the province's 2,500 gas wells produced 835 billion cubic feet of natural gas. Present oil reserves are estimated to be 3,500 million barrels, and these are augmented by a 710 million barrel reserve of natural gas liquids.

Propane gas has become increasingly popular as fuel for some of the smaller communities and farm homes where natural gas is not yet available. Some motor transport systems are also using propane as a motive fuel.

Oil Soaked Sands

Alberta's oil reserves of 3,500 million barrels does not take into account the tremendous potential of the bituminous sands along the Athabasca River. North of Edmonton lies the oil sands area which is estimated to contain the world's largest single deposit of oil. In this 20,700 square mile area oil is found near the surface, and mined like a mineral. The oil content of these sands has been estimated at 300,000,000,000 barrels.

Natural Gas

Natural gas reserves of Alberta are among the largest on the North American continent. Fuel costs, as a rule, are an important item in most factories. With cheap fuel at all Alberta industrial centres—and potentially almost anywhere in the province—this consideration hardly exists.

Economy, freedom from ash, and the absence of all need of attention on the part of the householder are some of the advantages of this fuel for domestic heating, which is practically 100 per cent in the larger urban communities.

Large quantities of Alberta's natural gas are transported to British Columbia and north-western United States by Westcoast Transmission Co. Ltd., while Trans-Canada Pipeline Co. Ltd. supplies a large market area extending east as far as Montreal and south into the United States.